

★ ★ A Newspaper that is FIRST in its Field in Readers in News and in Advertising ★ ★

PUBLISHED WEEKLY BY

August 31, 1941

Dear Mr. Harris:

Saperstein and his partners have told league moguls that the only way to draw 55,000 people to see an east-west game is to let Saperstein handle the booking concession, arrange for the park, and handle publicity. When he is through, he has pocketed a tremendous slice of the gate and the players, managers, and owners, who were the attraction are left with the crumbs.

All of these facts suggest to me that if we get together and back professional baseball, offering our cooperative services in reaching the Negro public, we can squeeze out promoters who are unfairly exploiting the attraction of pro-baseball

Journal and Guide

★ ★ A Newspaper that is FIRST in its Field in Readers in News and in Advertising ★ ★

COPY

PUBLISHED WEEKLY BY

THE GUIDE PUBLISHING COMPANY, INC.

Page 2, No. 14 Harris

and at the same time do something that is important to us and our publishers--get advertising revenue for Negro newspapers. If the leagues can afford to pay Saperstein a fortune for promotion, they can afford to pay for advertising in Negro newspapers-- provided we can draw the business.

I suggest then that we get together and discuss ways and means for achieving this, draw up a prospectus, and submit plans to the Negro league owners. Since most of us will be in New York on September 19th for the Louis-Nova fight I think that day, early in the morning will be the best time. I suggest a closed meeting of sports writers first and then a meeting with the owners. I suggest that either Cum Posey or Frank Forbes be asked to arrange the place and time of the meeting with club owners, that Dan Burley do the same for our own meeting and that we all try to be there for the meetings. I am sure the owners can arrange to meet on that day. What do you think of this plan? Please answer immediately and give me your frank appraisal of this suggestion. I know most of us would like to see the situation remedied. What about doing something it? I am sure that major league park owners would be just as enthusiastic about the take on a crowd of 55,000 if a league appointed Negro representative handled the concession in the interest of the league as they would be if Saperstein does it.

Kindly take this matter up with the other sports writers on your staff and let me hear from you immediately. This week's Press Box touches on the matter slightly.

Sincerely yours in sports,

Len Graves, Jr.
JOURNAL AND GUIDE SPORTS EDITOR

LGjrar